

Fact Book Shares Data Regarding the Importance of Career Colleges

The Imagine America Foundation recently released their *Fact Book 2012: A Profile of Career Colleges and Universities*. The fact book offers an insightful look at the impact and contributions of the sector of career education. Some of the highlights from the 2012 Fact Book include:

- ◆ The percentage of minority students attending career colleges was 42% in 2010-11, compared with 33% at public institutions and 24% at private, not-for-profit institutions.
- ◆ At four-year career colleges, 79% of career college students are 25 years or older, compared with 37% of students at private, not-for-profit institutions
- ◆ Forty percent of degrees conferred in 2009-2010 at career colleges were awarded to minorities, compared with 20% at public institutions and 16% at private, not-for-profit institutions.
- ◆ Students who attain certificates or degrees at career colleges within six years of enrollment report having approximately the same chance to earn higher salaries, take on more job responsibilities and experience better job opportunities as do public college students who graduate within six years.
- ◆ Students at career colleges attained certificates eight-and-a-half months sooner and Associate

degrees nearly seven months sooner than students who were enrolled at public colleges.

- ◆ Forty-five percent of career college students are enrolled in high-growth fields, compared with public (19%) and private, not-for-profit (15%) institutions.
- ◆ Career Colleges have an annual net cost to taxpayers of \$183 per student, compared with \$13,249 per public postsecondary student and \$16,669 per private, not-for-profit student.

Information from Imagine America Foundation, Fact Book 2012: A Profile of Career Colleges and Universities. For more information, visit <http://www.imagine-america.org/factbook>.



help close the gap between career education and employer expectations, attend the keynote address at our Spring Educational Conference where Anthony Bieda of ACICS will be presenting on these findings. For more information on the findings of this study visit acics.org.

Closing the Gap Between Career Education and Employer Expectations

Recently, the Accrediting Council for Independent Colleges and Schools (ACICS) commissioned a study of hiring decision-makers in order to learn more about how job applicants were perceived with regards to the knowledge and skills they need to succeed in the workplace. The study evaluated the importance of various skills on the job and the level of pre-

paredness applicants exhibit. Findings have indicated a gap in applicant preparedness and the skills employers find of significant value. In these challenging economic times, it is imperative that our students excel in the areas employers identify as most valuable. Dialog between employers and educators is key to closing this gap. To learn more about these findings and how you can

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President's Corner

As we enter into this spring quarter, KACCS has been actively working on several projects centered around the goals and objectives of the association. Among our organizations' objectives is our commitment to working with legislators to ensure the needs of students across Kentucky continue to be met with high standards of excellence. This spring, the result of these combined efforts is House Bill 308, which we believe is a

good bill that improves protection for students without imposing burdens that interfere with the opportunity for Kentuckians to pursue a career education. Increased awareness of the value our schools bring to their communities and to workforce development in Kentucky are also among the goals of the association. Beginning this spring, KACCS schools in Louisville and the surrounding areas will have an opportunity to

reach out to the community in a new television program, *College Bound*, which will appear Sunday afternoons on VBKI. This program will feature students, graduates, and local employers and provide viewers the opportunity to gain increased understanding in the mission and educational advantages of Kentucky's career colleges. Training for faculty and staff in our sector also remains a priority for the association. In addition to our upcoming Spring Educational Conference featuring nationally rec-

ognized presenters, KACCS now also offers an online training center available to our education professionals across the Commonwealth at their convenience. As we move forward over the coming months, we look forward to continuing to grow and further advance the efforts of the association and our member schools. Contact us today to find out how you can get more involved.

Jennifer Gripshover
KACCS, President
jgripshover@itt-tech.edu

Discounted Online Training for KACCS Members

The importance of professional development as a continuous improvement process cannot be over-emphasized, particularly in a field as vital as higher education. Providing continuing education opportunities for faculty and staff of career colleges and schools has continued to be a priority for KACCS. We are proud to announce a new online

training service to support Kentucky's Career Colleges and Schools. The KACCS Online Training Center offers over 100 professional development opportunities in 10 different categories specific to the training needs of career colleges and schools. The KACCS Online Training Center offers training for faculty,

staff, and management in convenient online courses accessible 24/7.

All courses are facilitated by a career college expert who can help participants apply what they learn to their daily work and 4 hours of continuing education credit. Certificates of completion are awarded making it easy to update staff files. All KACCS Members receive a discount on training sessions with a

VIP code. Contact us at vip@kaccstraining.org for your member VIP code.

We are excited to offer this service and believe it will greatly improve the support provided to all KACCS members and non-members. We encourage you to take advantage of over 100 courses available to you for your professional development needs.

Legislative Update

As this newsletter goes to press, HB 308, our association's top legislative priority, has passed the General Assembly and is on the Governor's desk awaiting his signature. HB 308 will reform the Kentucky State Board of Proprietary Education and address the concerns raised by the state auditor's report last year. This bill is the result of much discussion and work

over the course of this past interim and the final result addresses the major concerns expressed about our industry. Chief among these was the structure of the Proprietary Board. HB 308 will rename the Board and make it an independent body. The number of school representatives will be reduced. Most importantly the Board will have resources and

staff to fully discharge its duties.

Second under House Bill 308, schools will be required to provide information to prospective students regarding a program's job placement rates, the school's complaint procedures, articulation agreements with other schools, and the existence of the student protection fund. The reporting requirements in HB 308 will allow students to make more in-

formed choices when choosing a school.

Finally, the bill corrects an oversight in existing law by creating a funding mechanism for the student protection fund. Under current law there is no way to replace these funds if they are needed.

In short HB 308 is a good bill, that strikes a balanced approach. For additional information, contact Greg Brotzge at: gbrotzge@impactgovrelations.com

H.I.R.E Program Gives Graduate an Opportunity to Use New Skills

National College's Lexington Campus has a valuable partnership with the WIA/Central KY Job Centers offices that help National graduates fund their education and find new employment opportunities.

The WIA/Central KY Job Centers offices are now participating in the new 'H.I.R.E.' program – Hiring Individuals Ready for Employment. HIRE is an internship program that focuses on recent graduates in the healthcare industry and provides job matches with local, participating employers in the medical field. WIA Counselor Amy Glasscock said, "The HIRE

program allows trained individuals to acquire 'real-world' experience that may lead to permanent employment – or at least provide resume-building, marketable experience in their chosen field. The HIRE program does not guarantee employment – but does provide a chance for the graduates to show off their skills and hopefully be hired by a company participating in the HIRE program."

Hope Cornett is one of the recipients of such assistance provided by this agency – and, as a graduate in the surgical technology degree program,

her opportunity is a tremendous one. She was employed for 15-years with a company she fully intended to retire from but the company was bought out and she was among several hundred folks who lost their jobs. Unlike a lot of folks who are faced with such a dilemma, Hope saw this as an opportunity for a new career. She felt a career in the medical field would be a secure career choice. Although unfamiliar with the field of surgical technology, she nevertheless felt the career would fit very well with her personality and skill-set. She also had 28 years of management experience under her belt, so she was very self-directed and able to make quick decisions with

confidence. She said, "I chose National College because it was close to my home, offered very flexible scheduling and small classes, and I noticed the team at the Lexington Campus was very supportive and encouraging. I would suggest to anyone who is thinking of furthering their education to go back to school and do it. If I can... anyone can!"



Career Day at the Capitol



On February 1, students from Kentucky's career

colleges and schools took a break from the classroom to put the practical skills they're learning on display for state lawmakers. The event provided an excellent learning experience for both students and legislators. Students in attendance were able to

practice and demonstrate skills learned in the classroom while sharing their educational experiences. The event also encouraged students to learn about and become involved with the legislative process. Legislators and staff also benefited from this opportunity by gaining a greater under-

standing of the wide range of degrees and certificates offered by career colleges and schools.



Faculty Member Named President of Kentucky Chapter of AMTA

Marta Lucas, LMT, Massage Therapy faculty member at



Spencerian College-Louisville, was recently elected President for the Kentucky Chapter of AMTA (American Massage Therapy Association). AMTA is the largest non-profit professional association that serves licensed massage therapists, massage ther-

apy students and massage schools. AMTA has more than 56,000 members nationwide. The Mission of AMTA is to serve its members while advancing the art, science and practice of massage therapy. The Kentucky Chapter has over 700 members. In 2010 the Texas Chapter of AMTA named Marta the

Meritorious Award winner for her volunteer work with that chapter. Marta has instructed various massage related courses for fourteen years; and she has been a faculty member at Spencerian College Louisville since moving to Kentucky in March 2010.

Empowering Students to Find and Secure the Right Job

In 2011, the average duration individuals remained unemployed before landing a job peaked at slightly over 10 months. To put this into perspective, this was the longest duration since this statistic had been tracked by the Department of Labor beginning in 1948. Career services professionals have been challenged with limited resources and an increase in demand for their assistance from students and returning alumni because of the challenging

economy.

Today's generation will have more jobs in their first several years after graduating college than most baby boomers will have had in their lifetime. What was once known as job hopping is no longer a negative characteristic of an individual, but rather a new, emerging norm known as the serial jobs trend. Because today's generation will hold many more jobs over their lifetime than their predecessors and face one of the

most challenging economies ever seen, more than ever, students need to be empowered with the life skills necessary to help them achieve career success.

Today's student will use their career skills more than any generation before them. Four essential elements of finding and securing the right job are now covered in a course to help career professionals provide these necessary skills to today's students. The key areas covered include conducting a targeted job search, writing powerful

resumes and cover letters, presenting professionally, and developing effective interview skills. To learn more about this training opportunity, visit the KACCS Online Training Center at www.kaccstraining.org and search Empowering Students to Find and Secure the Right Job.



New APSCU President and CEO Announced

This January, the Association of Private Sector Colleges & Schools (APSCU) welcomed former Congressman Steve Gunderson as their new president and chief executive officer.

The Association's press release dated January 23, 2012 states that, "Congressman Gunder-

son has long been recognized as a national leader on workforce investment. During his Congressional career, he was an outspoken advocate for life-long learning. He led efforts to provide access to higher education assistance for non-traditional students."

Gunderson states in the

article, "If education reform defined our conversations over the past twenty years, access to post-secondary education will define our focus in the next decade. Projections suggest we need to increase the number of American workers with some level of post-secondary education by 12 million over the next fifteen

years. With budget constraints at the state and federal levels, the private sector must play an important role in providing the access to post-secondary education essential to maintaining America's middle class."

Information from the Association of Private Sector Colleges & Universities' press release dated January 23, 2012. www.apscu.org

Campus Career Week Event a Success

The Daymar College Louisville South Campus recently invited job seekers, graduates, students, and local-area employers to be a part of the College's



first Career Week. Monday thru Wednesday of the week focused on career preparation including resume writing and review workshops, interviewing skills enhancement, and industry specific guest speakers. Twenty-two professionals visited the campus to speak to students about field-specific trends and skills needed to

succeed in the workforce. Speakers included a homicide detective, a bio-physicist and immunologist, and the Vice Chair of the Massage Board for the State of Kentucky. These presentations culminated on Thursday with the quarterly Career Fair, comprising of thirty-three employers and agencies. B96.5 FM broadcasted live from the campus

all afternoon. Businesses spent the afternoon talking to as many as two-hundred students, graduates, and local job-seekers about employment opportunities. Outstanding attendance, campus-wide participation, and the desire of the employers to educate future graduates and community job seekers about their respective field made the week a success.

College Bound

In recent years, leaders in our state and nation have placed significant emphasis on the importance of educational attainment and workforce development. Career colleges and schools play an important role in meeting these goals

as they serve a higher number of students over 25 and in minority groups. While for us, these demographics are a norm, for these students, taking the first step is often intimidating. Providing students with information about their options is essential in helping students overcome

their fears and take that first step. *College Bound*, a new program appearing on WBKI in Louisville beginning this April, will bring students, graduates and employers to the homes of potential students across the region to discuss the im-

portance of hands on learning and workforce development in our area and providing options for students who want to take their careers to the next level.

Tune in to *College Bound* on WBKI Sunday's at 3:00 (ET) beginning April 22nd.

KACCS 2012 Spring Educational Conference

Time is quickly running out to register for the KACCS Spring Educational Conference. This event features three separate educational tracks to meet the continuing education needs of career college faculty, adminis-

trative teams, and Allied Health instructors. Round table groups also offer attendees at this event the opportunity to benefit from subject matter experts and network with professionals across our industry.

Groups will fill quickly so register today. We look forward to seeing you in April!

Friday, April 27, 2012
9:00 a.m. - 4:00 p.m.,
Eastern Time

Sullivan University
2355 Harrodsburg Road
Lexington, KY



Spring Educational Conference Registration

Name: _____
 Title: _____ Email Address: _____
 Institution/School/Business: _____
 Street Address: _____
 City, State, Zip: _____
 Primary Phone Number: _____ Secondary: _____

Please Select Session Group A, B or C (Options to Right in Agenda): _____

Groups A & C: Select FOUR of the following round table discussion topics numbered in order of preference. Topics will be offered based on demand.

- | | | |
|------------------------|---------------------------------|--|
| _____ 90/10 | _____ Student Motivation | _____ PR & Social Networking |
| _____ Retention | _____ DOE Regulation Changes | _____ Government Relations |
| _____ Articulation | _____ Admissions Best Practices | _____ Student Diversity |
| _____ Hiring Practices | _____ Classroom Management | _____ ADA Requirements for the Classroom |

	KACCS Members	Non-Members	Enclosed
Before April 13	\$55	\$90	_____
After April 13	\$70	\$105	_____

Registration Fee Includes: Lunch, Break Service and All Materials.

Please make checks payable to KACCS and mail with this completed form to: KACCS, P.O. Box 99367, Louisville, KY 40269-0367.

It is important to KACCS that you enjoy this meeting. If you have any special needs or requirements, including dietary, please let us know.

TENTATIVE AGENDA:

- 9:00 - 9:15: Continental Breakfast/Exhibit Hall
- 9:15- 10:35: Opening and Keynote **Workforce Skills Reality Check**
- 10:35-11:00: Break/Exhibit Hall
- 11:00-12:10: Round Table Groups/ Breakout Session
- 12:10 - 1:10: Lunch/Exhibit Hall
- 1:10 - 2:25: Breakout Session
- 2:25 - 2:50: Break/Exhibit Hall
- 2:50 - 4:00: Breakout Session

Group A:

Digging Deeper with Your Students: Understanding Their Real Issues

Conflict Management

Group B:

Student Engagement in Allied Health Programs

New Student Barriers Unique to Healthcare Professions

Group C:

Teachers: The Lost App! How Advances in Technology are Bringing Changes to the Classroom

What You Need to Know About Bullying

www.kycareercolleges.org

Find us Online at:

WORKS
What we teach



candacebensel@kycareercolleges.org

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**Kentucky Association of
Career Colleges and Schools**

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Share Your Stories With Us!

Each day our instructors are discovering new, innovative methods of reaching students in the classroom. Our students are finding success in the workforce that has surpassed their expectations. Our schools are making a difference in the communities they serve. Do you have a story that will motivate and inspire your peers in KACCS? Let us know!

To have your organization highlighted in a future KACCS newsletter, please submit your story ideas and best practices to us for consideration. The deadline for the Summer KACCS Newsletter is Friday, June 15th.

For an ongoing discussion of best practices and industry news, join the KACCS group on LinkedIn.

For more information or to submit your story, please contact Candace Bensel at:

candacebensel@kycareercolleges.org

KACCS Membership

ATA College

Louisville, KY

Beckfield College

Florence, KY

Daymar College

Albany, KY

Bellevue, KY

Bowling Green, KY

Clinton, KY

Louisville, KY

Madisonville, KY

Owensboro, KY

Paducah, KY

Russellville, KY

Scottsville, KY

Daymar College - Online

Louisville, KY

DeVry University

Louisville, KY

ITT Technical Institute

Lexington, KY

Louisville, KY

Lincoln College of Technology

Florence, KY

National College

Danville, KY

National College (Continued)

Florence, KY

Lexington, KY

Louisville, KY

Pikeville, KY

Richmond, KY

Spencerian College

Lexington, KY

Louisville, KY

Sullivan College of Technology and Design

Louisville, KY

Sullivan University

Fort Knox, KY

Lexington, KY

Louisville, KY

Cengage Learning

Certified Healthcare

Elsevier

The Learning House, Inc.

Lippincott, Williams & Wilkins

McGraw-Hill

Paradigm Publishing

Pearson Learning Solutions

Preston-Osborne

Student Resource Services

Tree of Life Books